

CLAIMS:

1. A method comprising:

delivering an initial promotion to a customer;

determining a status of the initial promotion delivered;

selecting a related promotion based on said status of the initial promotion determined; and

delivering said related promotion to said customer.

2. The method of Claim 1, wherein said step of delivering an initial promotion comprises delivering said initial promotion through an electronic medium.

3. The method of Claim 2, wherein said step of delivering said initial promotion through an electronic medium comprises delivering said initial promotion to the customer through at least one of a kiosk, a point of sale (POS), an electronic transaction device, and a customer computer.

4. The method of Claim 3, wherein said step of delivering said initial promotion through an electronic medium further comprises delivering said initial promotion via the Internet.

5. The method of Claim 1, wherein said step of delivering an initial promotion comprises delivering said initial promotion through a hard copy medium.

6. The method of Claim 5, wherein said step of delivering said initial promotion through a hard copy medium comprises delivering said initial promotion to the customer through at least one of a direct mailing and a hand delivery process.

7. The method of Claim 1, wherein said step of determining a status of the initial promotion delivered comprises determining a status of the initial promotion based on electronic feedback from the customer.

8. The method of Claim 7, wherein said step of determining a status of the initial promotion based on electronic feedback from the customer comprises receiving an explicit accept or reject indication from said customer.

9. The method of Claim 7, wherein said step of determining a status of the initial promotion based on electronic feedback from the customer comprises receiving an implicit accept or reject indication from said customer based on the customer printing or downloading, or declining to print or download the initial promotion.

10. The method of Claim 1, wherein said step of determining a status of the initial promotion delivered comprises determining a status of the initial promotion based on predetermined status criteria assigned to the initial promotion.

11. The method of Claim 10, wherein said step of determining a status of the initial promotion based on predetermined status criteria assigned to the initial promotion comprises determining a status of the initial promotion based on purchase information of the product promoted by the initial promotion.

12. The method of Claim 10, wherein said step of determining a status of the initial promotion based on predetermined status criteria assigned to the initial promotion comprises determining a status of the initial promotion based on redeeming information of the initial promotion.

13. The method of Claim 10, wherein said step of determining a status of the initial promotion based on predetermined status criteria assigned to the initial promotion comprises determining a status of the initial promotion based on a delivery date of said initial promotion.

14. The method of Claim 10, wherein said step of determining a status of the initial promotion based on predetermined status criteria assigned to the initial promotion comprises determining a status of the initial promotion based on an expiration date of said promotion.

15. The method of Claim 1, wherein said step of selecting a related promotion based on said status of the initial promotion determined comprises selecting a predetermined related promotion associated with the status of the initial promotion determined.

16. The method of Claim 1, wherein said step of delivering a related promotion comprises delivering said related promotion through an electronic medium.

17. The method of Claim 16, wherein said step of delivering said related promotion through an electronic medium comprises delivering said related promotion to the customer through at least one of a kiosk, a point of sale (POS), an electronic transaction device, and a customer computer.

18. The method of Claim 16, wherein said step of delivering said related promotion through an electronic medium further comprises delivering said related promotion via the Internet.

19. The method of Claim 1, wherein said step of delivering a related promotion comprises delivering said related promotion through a hard copy medium.

20. The method of Claim 19, wherein said step of delivering said related promotion through a hard copy medium comprises delivering said related promotion to the customer through at least one of a direct mailing and hand delivery process.

21. The method of Claim 1, wherein said steps of delivering an initial promotion, determining a status of the initial promotion, selecting a related promotion and delivering the related promotion are performed through a single medium in a single transaction with the customer.

22. The method of Claim 21, wherein said single medium is a customer computer and said single transaction comprises an online shopping event.

23. The method of Claim 1, wherein said steps of delivering an initial promotion, determining a status of the initial promotion, selecting a related promotion and delivering the related promotion are performed in at least two transactions with the customer.

24. The method of Claim 23, wherein said at least two transactions with the customer are performed through the same delivery medium.

25. The method of Claim 23, wherein said at least two transactions with the customer are performed through at least two delivery mediums.

26. A method comprising:
delivering a plurality of promotions to a customer through a plurality of delivery mediums;
determining a status of each promotion delivered;
determining an effective medium for the customer based on the status of each promotion delivered; and
delivering promotions to said customer primarily through the effective medium determined.

27. The method of Claim 26, wherein said step of delivering a plurality of promotions to a customer through a plurality of delivery mediums comprises delivering said plurality of promotions through an electronic medium.

28. The method of Claim 27, wherein said step of delivering said plurality of promotions through an electronic medium comprises delivering said promotions to the customer through

at least one of a kiosk, a point of sale (POS), an electronic transaction device, and a customer computer.

29. The method of Claim 27, wherein said step of delivering said plurality of promotions through an electronic medium further comprises delivering said initial promotion via the Internet.

30. The method of Claim 26, wherein said step of delivering a plurality of promotions to a customer through a plurality of delivery mediums comprises delivering said plurality of promotions through a hard copy medium.

31. The method of Claim 30, wherein said step of delivering said plurality of promotions through a hard copy medium comprises delivering said plurality of promotions to the customer through at least one of a direct mailing and hand delivery process.

32. The method of Claim 26, wherein said step of determining a status of each promotion delivered comprises determining a status of a promotion based on electronic feedback from the customer.

33. The method of Claim 32, wherein said step of determining a status of a promotion based on electronic feedback from the customer comprises receiving an explicit accept or reject indication from said customer.

34. The method of Claim 32, wherein said step of determining a status of a promotion based on electronic feedback from the customer comprises receiving an implicit accept or reject indication from said customer based on the customer printing or downloading, or declining to print or download the initial promotion.

35. The method of Claim 26, wherein said step of determining a status of each promotion delivered comprises determining a status of a promotion based on predetermined status criteria assigned to the promotion.

36. The method of Claim 35, wherein said step of determining a status of the promotion based on predetermined status criteria assigned to the promotion comprises determining a status of the promotion based on purchase information of the product promoted by the promotion.

37. The method of Claim 35, wherein said step of determining a status of the promotion based on predetermined status criteria assigned to the promotion comprises determining a status of the promotion based on redeeming information of the promotion.

38. The method of Claim 35, wherein said step of determining a status of the promotion based on predetermined status criteria assigned to the promotion comprises determining a status of the promotion based on a delivery date of the promotion.

39. The method of Claim 35, wherein said step of determining a status of the promotion based on predetermined status criteria assigned to the promotion comprises determining a status of the promotion based on an expiration date of said promotion.

40. The method of Claim 26, wherein said step of determining an effective medium for the customer based on the status of each promotion delivered comprises determining whether a delivery medium meets a predetermined effectiveness criteria.

41. The method of Claim 40, wherein said step of determining whether a delivery medium meets a predetermined effectiveness criteria comprises determining the number of occurrences of a predetermined status within a delivery medium.

42. The method of Claim 40, wherein said step of determining whether a delivery medium meets a predetermined effectiveness criteria comprises determining the frequency of the customer's use of the delivery medium.

43. A method comprising:
delivering an initial promotion to a customer;
determining a status of the initial promotion delivered by monitoring customer transactions at a point of sale (POS);
selecting a related promotion based on said status of the initial promotion determined; and
delivering said related promotion to said customer.

44. A system associated with a retail store, comprising:
a memory device having embodied therein, data related to promotions; and
a processor in communication with said memory device, said processor configured to:
deliver an initial promotion to a customer;
determine a status of the initial promotion delivered;
select a related promotion based on said status of the initial promotion determined; and
deliver said related promotion to said customer.

45. The system of Claim 44, wherein said processor is configured to deliver said initial promotion through an electronic medium.

46. The system of Claim 45 wherein said processor is configured to deliver said initial promotion to the customer through at least one of a kiosk, a point of sale (POS), an electronic transaction device, and a customer computer.

47. The system of Claim 46, wherein said processor is configured to deliver said initial promotion via the Internet.

48. The system of Claim 44, wherein said processor is configured to deliver said initial promotion through a hard copy medium.

49. The system of Claim 48, wherein said processor is configured to deliver said initial promotion to the customer through at least one of a direct mailing and a hand delivery process.

50. The system of Claim 44, wherein said processor is configured to determine a status of the initial promotion based on electronic feedback from the customer.

51. The system of Claim 50, wherein said processor is configured to receive an explicit accept or reject indication from said customer.

52. The system of Claim 50, wherein said processor is configured to receive an implicit accept or reject indication from said customer based on the customer printing or downloading, or declining to print or download the initial promotion.

53. The system of Claim 44, wherein said processor is configured to determine a status of the initial promotion based on predetermined status criteria assigned to the initial promotion.

54. The system of Claim 53, wherein said processor is configured to determine a status of the initial promotion based on purchase information of the product promoted by the initial promotion.

55. The system of Claim 53, wherein said processor is configured to determine a status of the initial promotion based on redeeming information of the initial promotion.

56. The system of Claim 53, wherein said processor is configured to determine a status of the initial promotion based on a delivery date of said initial promotion.

57. The system of Claim 53, wherein said processor is configured to determine a status of the initial promotion based on an expiration date of said promotion.

58. The system of Claim 44, wherein said processor is configured to select a predetermined related promotion associated with the status of the initial promotion determined.

59. The system of Claim 44, wherein said processor is configured to deliver said related promotion through an electronic medium.

60. The system of Claim 59, wherein said processor is configured to deliver said related promotion to the customer through at least one of a kiosk, a point of sale (POS), an electronic transaction device, and a customer computer.

61. The system of Claim 59, wherein said processor is configured to deliver said related promotion via the Internet.

62. The system of Claim 44, wherein said processor is configured to deliver said related promotion through a hard copy medium.

63. The system of Claim 62, wherein said processor is configured to deliver said related promotion to the customer through at least one of a direct mailing and hand delivery process.

64. The system of Claim 44, wherein said processor is configured to deliver an initial promotion, determine a status of the initial promotion, select a related promotion and deliver the related promotion through a single medium in a single transaction with the customer.

65. The system of Claim 64, wherein said single medium is a customer computer and said single transaction comprises an online shopping event.

66. The system of Claim 44, wherein said processor is configured to deliver an initial promotion, determine a status of the initial promotion, select a related promotion and deliver the related promotion in at least two transactions with the customer.

67. The system of Claim 66, wherein said processor is configured to perform said at least two transactions with the customer through the same delivery medium.

68. The system of Claim 66, wherein said processor is configured to perform said at least two transactions with the customer are through at least two delivery mediums.

69. A system associated with a retail store, comprising:

a memory device having embodied therein, data related to promotions; and

- a processor in communication with said memory device, said processor configured to:
- deliver a plurality of promotions to a customer through a plurality of delivery mediums;
- determine a status of each promotion delivered;
- determine an effective medium for the customer based on the status of each promotion delivered; and
- deliver promotions to said customer primarily through the effective medium determined.

70. The system of Claim 69, wherein said processor is configured to deliver said plurality of promotions through an electronic medium.

71. The system of Claim 70, wherein said processor is configured to deliver said promotions to the customer through at least one of a kiosk, a point of sale (POS), an electronic transaction device, and a customer computer.

72. The system of Claim 70, wherein said processor is configured to deliver said initial promotion via the Internet.

73. The system of Claim 69, wherein said processor is configured to deliver said plurality of promotions through a hard copy medium.

74. The system of Claim 73, wherein said processor is configured to deliver said plurality of promotions to the customer through at least one of a direct mailing and hand delivery process.

75. The system of Claim 69, wherein said processor is configured to determine a status of a promotion based on electronic feedback from the customer.

76. The system of Claim 75, wherein said processor is configured to receive an explicit accept or reject indication from said customer.

77. The system of Claim 75, wherein said processor is configured to receive an implicit accept or reject indication from said customer based on the customer printing or downloading, or declining to print or download the initial promotion.

78. The system of Claim 69, wherein said processor is configured to determine a status of a promotion based on predetermined status criteria assigned to the promotion.

79. The system of Claim 78, wherein said processor is configured to determine a status of the promotion based on purchase information of the product promoted by the promotion.

80. The system of Claim 78, wherein said processor is configured to determine a status of the promotion based on redeeming information of the promotion.

81. The system of Claim 78, wherein said processor is configured to determine a status of the promotion based on a delivery date of the promotion.

82. The system of Claim 78, wherein said processor is configured to determine a status of the promotion based on an expiration date of said promotion.

83. The system of Claim 69, wherein said processor is configured to determine whether a delivery medium meets a predetermined effectiveness criteria.

84. The system of Claim 83, wherein said processor is configured to determine the number of occurrences of a predetermined status within a delivery medium.

85. The system of Claim 83, wherein said processor is configured to determine the frequency of the customer's use of the delivery medium.

86. A system associated with a retail store, comprising:

a memory device having embodied therein, data related to promotions; and

a processor in communication with said memory device, said processor configured to:

deliver an initial promotion to a customer;

determine a status of the initial promotion delivered by monitoring customer transactions at a point of sale (POS);

select a related promotion based on said status of the initial promotion determined; and

deliver said related promotion to said customer.

87. A computer readable medium containing program instructions for execution on a computer system, which when executed by the computer system, cause the computer system to perform the steps in the method recited in any one of Claims 1-43.

88. A system comprising:

means for delivering an initial promotion to a customer;

means for determining a status of the initial promotion delivered;

means for selecting a related promotion based on said status of the initial promotion determined; and

means for delivering said related promotion to said customer.

89. The system of Claim 88, wherein said means for delivering an initial promotion comprises means for delivering said initial promotion through an electronic medium.

90. The system of Claim 88, wherein said means for delivering an initial promotion comprises means for delivering said initial promotion through a hard copy medium.

91. The system of Claim 88, wherein said means for determining a status of the initial promotion delivered comprises means for determining a status of the initial promotion based on electronic feedback from the customer.

92. The system of Claim 88, wherein said means for determining a status of the initial promotion delivered comprises means for determining a status of the initial promotion based on predetermined status criteria assigned to the initial promotion.

93. The system of Claim 92, wherein said means for determining a status of the initial promotion based on predetermined status criteria assigned to the initial promotion comprises means for determining a status of the initial promotion based on purchase information of the product promoted by the initial promotion.

94. The system of Claim 92, wherein said means for determining a status of the initial promotion based on predetermined status criteria assigned to the initial promotion comprises means for determining a status of the initial promotion based on redeeming information of the initial promotion.

95. The system of Claim 92, wherein said means for determining a status of the initial promotion based on predetermined status criteria assigned to the initial promotion comprises means for determining a status of the initial promotion based on a delivery date of said initial promotion.

96. The system of Claim 92, wherein said means for determining a status of the initial promotion based on predetermined status criteria assigned to the initial promotion comprises

means for determining a status of the initial promotion based on an expiration date of said promotion.

97. The system of Claim 88, wherein said means for selecting a related promotion based on said status of the initial promotion determined comprises means for selecting a predetermined related promotion associated with the status of the initial promotion determined.

98. The system of Claim 88, wherein said means for delivering a related promotion comprises means for delivering said related promotion through an electronic medium.

99. The system of Claim 88, wherein said means for delivering a related promotion comprises means for delivering said related promotion through a hard copy medium.

100. The system of Claim 88, further comprising means for delivering an initial promotion, determining a status of the initial promotion, selecting a related promotion and delivering the related promotion through a single medium in a single transaction with the customer.

101. The system of Claim 88, further comprising means for delivering an initial promotion, determining a status of the initial promotion, selecting a related promotion and delivering the related promotion in at least two transactions with the customer.

102. The system of Claim 101, wherein said at least two transactions with the customer are performed through the same delivery medium.

103. The system of Claim 101, wherein said at least two transactions with the customer are performed through at least two delivery mediums.

104. A system comprising:

means for delivering a plurality of promotions to a customer through a plurality of delivery mediums;

means for determining a status of each promotion delivered;

means for determining an effective medium for the customer based on the status of each promotion delivered; and

means for delivering promotions to said customer primarily through the effective medium determined.

105. The system of Claim 104, wherein said means for delivering a plurality of promotions to a customer through a plurality of delivery mediums comprises means for delivering said plurality of promotions through an electronic medium.

106. The system of Claim 104, wherein said means for delivering a plurality of promotions to a customer through a plurality of delivery mediums comprises means for delivering said plurality of promotions through a hard copy medium.

107. The system of Claim 104, wherein said means for determining a status of each promotion delivered comprises means for determining a status of a promotion based on electronic feedback from the customer.

108. The system of Claim 107, wherein said means for determining a status of a promotion based on electronic feedback from the customer comprises means for receiving an explicit accept or reject indication from said customer.

109. The system of Claim 107, wherein said means for determining a status of a promotion based on electronic feedback from the customer comprises means for receiving an implicit accept or reject indication from said customer based on the customer printing or downloading, or declining to print or download the initial promotion.

110. The system of Claim 104, wherein said means for determining a status of each promotion delivered comprises means for determining a status of a promotion based on predetermined status criteria assigned to the promotion.

111. The system of Claim 110, wherein said means for determining a status of the promotion based on predetermined status criteria assigned to the promotion comprises means for determining a status of the promotion based on purchase information of the product promoted by the promotion.

112. The system of Claim 110, wherein said means for determining a status of the promotion based on predetermined status criteria assigned to the promotion comprises means for determining a status of the promotion based on redeeming information of the promotion.

113. The system of Claim 110, wherein said means for determining a status of the promotion based on predetermined status criteria assigned to the promotion comprises means for determining a status of the promotion based on a delivery date of the promotion.

114. The system of Claim 110, wherein said means for determining a status of the promotion based on predetermined status criteria assigned to the promotion comprises means for determining a status of the promotion based on an expiration date of said promotion.

115. The system of Claim 104, wherein said means for determining an effective medium for the customer based on the status of each promotion delivered comprises means for determining whether a delivery medium meets a predetermined effectiveness criteria.

116. The system of Claim 115, wherein said means for determining whether a delivery medium meets a predetermined effectiveness criteria comprises means for determining the number of occurrences of a predetermined status within a delivery medium.

117. The method of Claim 115, wherein said means for determining whether a delivery medium meets a predetermined effectiveness criteria comprises means for determining the frequency of the customer's use of the delivery medium.

118. A system comprising:

means for delivering an initial promotion to a customer;

means for determining a status of the initial promotion delivered by monitoring customer transactions at a point of sale (POS);

means for selecting a related promotion based on said status of the initial promotion determined; and

means for delivering said related promotion to said customer.